

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Regina Manufacturing Co Inc

Rhode Island Manufacturing Extension Services

Regina Manufacturing Co. Uses The Web To Get A "Divine" Increase In Sales

Client Profile:

Regina Manufacturing Co., Inc., based in Pawtucket, Rhode Island, is a local manufacturer of religious jewelry and artifacts. Founded in 1965, the company was purchased by the present owners in 1982 and still provides the expert craftsmanship that the company founders made famous almost 40 years ago. Regina employs a staff of less than 20 full-time craftsmen, designers, and production workers.

Situation:

Regina Manufacturing's management wanted to move the company to the next level of productivity. They thought the internet might be the best way to pursue this goal. The company contacted the Rhode Island Manufacturing Extension Services (RIMES), a NIST MEP network affiliate, which had a \$5,000 "E-Business Grant" available to local manufacturers who wanted to develop company websites specifically, or work within the IT arena in general.

Solution:

RIMES met with Regina Manufacturing's president and director of marketing and sales to develop a project "roadmap" for the company. This map explained each step in the process of developing, launching, and maintaining a website. RIMES consultants designed the site, working at Regina's facility to collaborate efficiently with its managers. RIMES scanned or photographed and uploaded Regina's complete product catalog. After Regina Manufacturing approved the site's design, it went live in the winter of 2001. Shortly thereafter, Regina Manufacturing felt it needed to make minor adjustments to the site and called RIMES back in for hands-on training on how to add some pages to the site--a sale page and new product pages. After a few weeks the site was ready and in the summer of 2002, the "refreshed" website was ready to be unveiled. Since the launch, website sales volume has paid for itself and orders continue to increase at the rate of about 30 percent per month over the same period in 2001.

Results:

Built and upgraded website.
Increased sales by 30 percent per month over the previous year.
Established global sales presence.

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Opened new market for non-religious sterling silver items, theatrical jewelry, commemorative items, etc.

Developed outlet for discontinued items.

Reduced inventory.

Established partner relationships to generate effective cross-marketing opportunities.

Testimonial:

"The Rhode Island Manufacturing Extension Partnership has the tools every Rhode Island manufacturer can use! Their expertise and ability to solve issues is second to none."

Edward Bernier, President